

WHAT IS CLAIMED IS:

1. A digital image sensing apparatus having an optical zoom function and an electronic zoom function, comprising:
 - 5 a controller that controls an electronic flash which can change irradiation angle at the time of a light emission;
a zoom key that indicates zoom magnification;
a control information generating unit that
 - 10 generates first control information for the optical zoom function and second control information for the electronic zoom function based upon the zoom magnification indicated by said zoom key; and
a decision unit that decides the irradiation
 - 15 angle of the electronic flash based upon the first control information and the second control information.
2. The apparatus according to claim 1, wherein said decision unit decides the irradiation angle based upon the second control information in a case where the
- 20 first control information indicates a telephoto limit or wide-angle limit of the optical zoom, and decides the irradiation angle based upon the first control information in a case other than the telephoto limit or wide-angle limit.
- 25 3. The apparatus according to claim 1, wherein said decision unit decides the irradiation angle based upon the first control information in a case where the

second control information indicates 1:1 magnification of the electronic zoom, and decides the irradiation angle based upon the second control information in a case other than 1:1 magnification.

5 4. The apparatus according to claim 1, wherein said decision unit narrows the irradiation angle as the zoom magnification indicated by said zoom key rises.

5. A method of controlling an electronic flash which can change irradiation angle at the time of a light
10 emission in a digital image sensing apparatus having an optical zoom function and an electronic zoom function, comprising:

indicating a zoom magnification;

generating first control information for the
15 optical zoom function for the optical zoom function and second control information for the electronic zoom function based upon the zoom magnification indicated; and

deciding the irradiation angle of the electronic
20 flash based upon the first control information and the second control information.

6. The method according to claim 5, wherein in deciding the irradiation angle, the irradiation angle is decided based upon the second control information
25 in a case where the first control information indicates a tel photo limit or wid -angle limit of the optical zoom, and the irradiation angle is decided

based upon the first control information in a case other than the telephoto limit or wide-angle limit.

7. The method according to claim 5, wherein in deciding the irradiation angle, the irradiation angle
5 is decided based upon the first control information in a case where the second control information indicates 1:1 magnification of the electronic zoom, and the irradiation angle is decided based upon the second control information in a case other than 1:1
10 magnification.

8. The method according to claim 5, wherein in deciding the irradiation angle, the irradiation angle is narrowed as the indicated zoom magnification rises.

9. A storage medium, which is readable by an
15 information processing apparatus, storing a program including program codes capable of implementing the control method set forth in claim 5, said program being executable by the information processing apparatus.

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